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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : David DeBusk et al.  
Application No. : 09/880,724 Confirmation No.: 6097  
Filed : June 12, 2001  
For : TARGETING ELECTRONIC ADVERTISING PLACEMENT  
IN ACCORDANCE WITH AN ANALYSIS OF USER  
INCLINATION AND AFFINITY

Docket No. : 291508006US2

Commissioner for Patents  
Washington, DC 20231

ELECTION UNDER 37 C.F.R. §§ 3.71 AND 3.73

AND POWER OF ATTORNEY

Sir:

The undersigned, being Assignee of the entire interest in the above-identified application by virtue of an Assignment filed November 6, 2001 a copy of which is enclosed, hereby elects under 37 C.F.R. § 3.71, to prosecute the application to the exclusion of the inventors.

Assignee hereby appoints JERRY A. RIEDINGER, Registration No. 30,582; MAURICE J. PIRIO, Registration No. 33,273; MICHAEL D. BROADDUS, Registration No. 41,637; CATHERINE HONG TRAN, Registration No. 43,960; ROBERT G. WOOLSTON, Registration No. 37,263; PAUL T. PARKER, Registration No. 38,264; JOHN M. WECHKIN, Registration No. 42,216; CHRISTOPHER DALEY-WATSON, Registration No. 34,807; STEVEN D. LAWRENZ, Registration No. 37,376; JAMES A.D. WHITE, Registration No. 43,985; EDWARD S. HOTCHKISS, Registration No. 33,904; JAMES NICKELSON, Registration No. 46,140; STEPHEN E. ARNETT, Registration No. 47,392; and DAVINA L. CHILDS, Registration No. 47,485,

of Perkins Coie LLP, as the principal attorneys with full power of substitution, association, and revocation to prosecute said application, to transact all business in the Patent and Trademark Office connected therewith, and to receive the letters patent therefor. Please direct all correspondence to Customer Number 25096.

Bar Code:

**\*25096\***

**25096**

PATENT TRADEMARK OFFICE

Pursuant to 37 C.F.R. § 3.73, the undersigned duly authorized designee of Assignee certifies that the evidentiary documents have been reviewed, specifically the Assignment to Avenue A, Inc. filed November 6, 2001, a copy of which is attached hereto, and certifies that to the best of my knowledge and belief, title remains in the name of the Assignee.

Avenue A, Inc.

Date

Nov 6, 2001

  
\_\_\_\_\_  
Jeffrey J. Miller, Senior Vice President of  
Legal and Privacy Affairs

SDL:jc

Enclosure:

Copy of Assignment

## ASSIGNMENT

WHEREAS, we, David DeBusk, Kevin Hillstrom, Will Medford, Vladimir Victorovich Schipunov, Mark Smucker, Young Bean Song, Michael E. Wolf, and Chen Yu ("ASSIGNORS"), having post office addresses of 511 N. 76th Street, Seattle, Washington 98103; ~~2459 2nd Avenue West~~ <sup>2801 1st Ave #711</sup>, Seattle, Washington ~~98119~~ <sup>98121</sup>; 424 Federal Avenue E., Seattle, Washington 98102; 7557 20th Avenue NE, Seattle, Washington 98115; 3635 Linden Avenue N., #B, Seattle, Washington 98103; ~~1817 12th Avenue S.~~, Seattle, Washington 98144; 1415 E. Interlaken Blvd., Seattle, Washington 98112; and 4306 Collins Court, Mountain View, California 98040, respectively, are the joint inventors of an invention entitled "TARGETING ELECTRONIC ADVERTISING PLACEMENT IN ACCORDANCE WITH AN ANALYSIS OF USER INCLINATION AND AFFINITY," as described and claimed in the specification for which a continuation-in-part application for United States letters patent was filed on June 12, 2001 and assigned Application No. 09/880,724; this application is a continuation-in-part of U.S. Application No. 09/702,004, filed October 30, 2000, which application claims the benefit of Provisional Application No. 60/167,060 filed November 22, 1999.

WHEREAS, Avenue A, Inc. ("ASSIGNEE"), a corporation of the State of Washington having a place of business at The Smith Tower, 9th Floor, 506 Second Avenue, Seattle, Washington 98104, is desirous of acquiring the entire right, title, and interest in and to the invention and in and to any patents that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby sell, assign, and transfer unto ASSIGNEE, its legal representatives, successors, and assigns, the entire right, title and interest in and to the invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations, or extensions thereof, any other inventions described in the

application, and any and all patents of the United States of America and all foreign countries that may be issued for the invention, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from the United States application to which foreign applications are entitled by virtue of international convention, treaty or otherwise, the invention, application and all patents on the invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer, and sale not been made.

UPON THE ABOVE-STATED CONSIDERATIONS, ASSIGNORS agree to not execute any writing or do any act whatsoever conflicting with this assignment, and at any time upon request, without further or additional consideration but at the expense of ASSIGNEE, execute all instruments and documents and do such additional acts as ASSIGNEE may deem necessary or desirable to perfect ASSIGNEE's enjoyment of this grant, and render all necessary assistance required for the making and prosecution of applications for United States and foreign patents on the invention, for litigation regarding the patents, or for the purpose of protecting title to the invention or patents therefor.

ASSIGNORS authorize and request the Commissioner of Patents and Trademarks to issue any Patent of the United States that may be issued for the invention to ASSIGNEE.

8/28/01  
Date

David DeBusk  
David DeBusk

State of WASHINGTON)  
County of KING) ss.

I certify that I know or have satisfactory evidence that David DeBusk is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated 8-28-01

Signature of Candace A. Gillett  
Notary Public

Printed Name CANDACE A GILLETT

My appointment expires 4-16-05

Date

8/30/01

Kevin Hillstrom

State of WASHINGTON)

County of KING)

ss.

I certify that I know or have satisfactory evidence that Kevin Hillstrom is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated

8-30-01

Signature of  
Notary Public

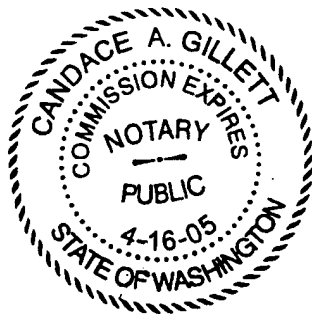
Candace A. Gillett

Printed Name

CANDACE A. GILLETT

My appointment expires

4-16-05



Date

08/27/2001

Will Medford

*Will Medford*

State of

Washington

County of

King

ss.

I certify that I know or have satisfactory evidence that Will Medford is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated

8/27/01

Signature of  
Notary Public

*Candace A. Gillett*

Printed Name

CANDACE A. GILLET

My appointment expires

4-16-05

August 27, 2001

Date

Vladimir Schipunov

Vladimir Victorovich Schipunov

State of

Washington

County of

King

ss.

I certify that I know or have satisfactory evidence that Vladimir Victorovich Schipunov is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

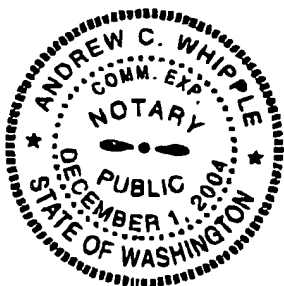
Dated

8-27-01Signature of  
Notary PublicAndrew C. Whipple

Printed Name

Andrew C. Whipple

My appointment expires

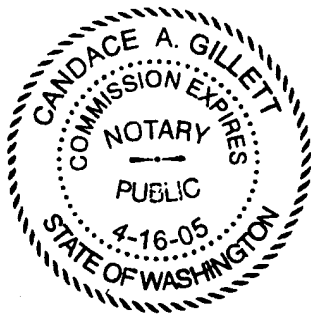
12-1-2004



Date 8/30/2001 Mark Smucker  
Mark Smucker

State of WASHINGTON)  
County of KING) ss.

I certify that I know or have satisfactory evidence that Mark Smucker is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated 8-30-01  
Signature of Notary Public Candace A. Gillett  
Printed Name CANDACE A GILLETT  
My appointment expires 4-16-05

Date 8/30/2001 Young Bean Song

State of WASHINGTON)  
County of KING) ss.

I certify that I know or have satisfactory evidence that Young Bean Song is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated 8-30-01  
Signature of Notary Public Candace A. Gillett  
Printed Name CANDACE A. GILLET  
My appointment expires 4-16-05



10/25/01  
Date

Michael E. Wolf  
Michael E. Wolf

State of WASHINGTON)  
County of KING) ss.

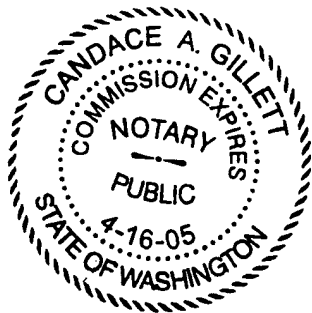
I certify that I know or have satisfactory evidence that Michael E. Wolf is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated OCTOBER 25, 2001

Signature of Notary Public Candace A. Gillett

Printed Name CANDACE GILL

My appointment expires 4-16-05



Date 9/8/01 Chen Yu  
Chen Yu

State of California)  
County of Santa Clara) ss.

I certify that I know or have satisfactory evidence that Chen Yu is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated 8 September 2001

Signature of Notary Public [Signature]

Printed Name DOUG M. SHON

My appointment expires June 5, 2002

